

ABSTRACT OF THE DISCLOSURE

A system, method and computer program product, for distributing content over a terrestrial broadcast channel including a broadcast station configured to transmit over the terrestrial broadcast channel a television signal including encrypted updated content information, distributed at least one of nationally and locally, and television information to all users within a broadcast coverage area; and an apparatus pre-configured to include encrypted predetermined content information stored therein prior to acquisition of the apparatus by a user and configured to: receive over the terrestrial broadcast channel the television signal, extract the encrypted updated content information from the television signal, store the encrypted updated content information in the apparatus, decrypt the updated encrypted content information and the encrypted predetermined content information, and provide on demand at least one of the decrypted updated content information and the decrypted predetermined content information in a format for at least one of a television, a data processing device and a gaming device. The encrypted updated content information and the encrypted predetermined content information includes at least one of encrypted digital movies, encrypted video games and encrypted MPEG Audio Layer 3 (MP3) files.

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